

Historic, Archive Document

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MONRAD'S

FREIGHT ALLOWANCE

FALL-1953

WHOLESALE PRICE LIST

QUALITY PACKAGED BULBS

\$1.00 per CWT on cellophane
Packaged Bulbs. Less than
100 lbs. - allowance pro-rated.

OLAF MONRAD BULB CO., INC.

900 THOMAS STREET

ELIOT 8797

SEATTLE 9, WASH.

Packaged Bulb Prices Unless otherwise stated All Packages Are Priced Cost 29¢—Retail 49¢

- • • **COLORFUL PACKAGES** . . . Bulbs are packaged in NEW K202 cellophane bags, with full color illustration and planting instructions. Your customer can see the quality.
- • • **PROFITABLE** . . . 40-42½% margin. Quick turnover. Packages take a minimum of your time to display and less counter space. They sell themselves.
- • • **ASSORTMENTS** . . . Look over our four assortments—the easy way to order. Each assortment has a complete selection of best-sellers.

HYACINTHS, 15/16 cm.

Weight Per 100 Bags:

Named varieties 35 lbs.
Mixture 75 lbs.

Bulbs
Per Bag

Gertrude, rose pink..... 3
Grand Maitre, lavender blue..... 3
La Victoire, red..... 3
L'Innocence, white 3
City of Haarlem, yellow..... 3

Mixed Color 6
Cost, .53; Retail, .89

Best Standard Varieties

Red Shades

Advance, red with rose orange 5
Bartigon, bright red 6
Charles Needham, vermilion 6
Dido, Orange red..... 6
Gloria Swanson, carmine, blue base.. 6
Mr. Farneomb Sanders, scarlet 6
Pride of Haarlem, carmine rose 6
Victoire d'Oliviere, dark red 6
Wm. Pitt, dark red 6

Pink and Rose Shades

Marcellina, lily flower, carmine 5
Centenaire, rose pink 6
Clara Butt, salmon pink 6
Princess Elizabeth, lilac rose 6
Rose Copeland, deep rose 6
Venus, silvery rose 6
Rosabella, luminous rose 6

Yellow and White Shades

Golden Harvest, soft yellow 6
Inglescomb Yellow, good yellow 6
Zwanenburg, pure white 6

Purple and Lavender Shades

Louis XIV, purple and gold 6
La Tulip Noire, black tulip 6
The Bishop, pure violet 6
Wm. Copeland, lavender 6

Orange and Bronze Shades

Bulbs
Per Bag

Prince of Orange, terracotta..... 6
Grenadier, true flame orange 5
Dillenburg, orange-red, bronze 6



MIXTURES (Large Packages)

Home Mixture, Darwin & Cottage.. 12
Cost, .53; Retail, .89

Rainbow Mixture, Darwin &
Cottage 18
Cost, .75; Retail, 1.29

Special Mixture, Darwin &
Cottage 30
Cost, 1.15; Retail, 1.98

Parrot Mixture 12
Cost, .53; Retail .89

Parrot, Novelty and

Two Tone Types

Red Champion, fiery red parrot..... 5
Blue Parrot, beautiful blue 6
Fantasy, rose parrot, green veins..... 6
Sunshine, finest yellow parrot..... 4
Kaufmanpiana, white and carmine.... 4
Red Emperor, largest tulip ever
developed, scarlet 4
Mount Tacoma, large double white.. 5
Picotee, lily flowered, white with
rose edge. 6
Keizerskroon, scarlet, yellow margin 4

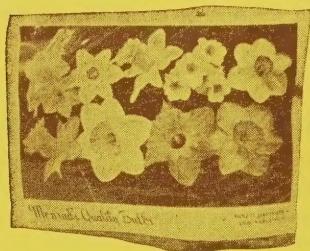
DAFFODILS & NARCISSUS, DN-2

Weight per 100 bags:	
Named varieties	35 lbs.
King Alfred	55 lbs.
Garden Mixture	35 lbs.
Special Mixture	65 lbs.
Sack-O-Daffs	140 lbs.

Cheerfulness, cluster, pure white	5
Emperor, primrose and yellow	4
Jonquils, fragrant, early	5

King Alfred, large trumpet, yellow..	8
Cost .53; Retail, .89	

Laurens Koster, cluster, white & orange	5
Poeticus Recurvus, white with red eye	5
Sir Watkins, sulphur color, trumpet	5
Twink, double primrose and yellow	3
Von Sion, double yellow	4



MIXTURES (Large Packages)

Garden Mixture Daffs & Narcissus....	5
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Special Mixture Daffs & Narcissus..	10
Cost, .53; Retail, .89	

Sacks-O-Daffs, large collection of many types, packed in open mesh sack . . . for mass plantings.....	24
Cost, 1.15; Retail, 1.98	

INDOOR NARCISSUS

	Weight per 100 Bags	Bulbs per Bag
Chinese Sacred Lily, 14/16 cm.	25 lb.	4
Grand Soleil d'Or, 14/16 cm.....	25 lb.	4
Paper White Narcissus, 13/14 cm.....	20 lb.	4

MISCELLANEOUS BULBS

Anemone de Caen, No. 2.....	7 lb.	24
Anemone de Caen Jumbo, Single	7 lb.	6
Anemone St. Brigid Jumbo (Semi-Db1.)	7 lb.	6
Calla, white, 1¼-1½"	8 lb.	3
Chionodoxa, Glory of the Snow, Blue	5 lb.	12
Crocus, 7/8 cm. Blue—Purple—White—Yellow—Mixed	7 lb.	*10
*(Yellow 8 bulbs per pkg.)		
Eranthis Hyemalis, butter yellow	5 lb.	8
Freesia, White, 1/2-5/8"	7 lb.	12
Freesia, Mixed 1/2-5/8"	7 lb.	12
Iris Imperator, deep blue, 6/7 cm.	10 lb.	12
Iris Wedgwood, light blue, 8/9 cm.	15 lb.	12
Iris Yellow Queen, 5/6 cm.....	10 lb.	12

Iris Mixture, all colors	20 lb.	25
Cost, .53; Retail, .89		

Muscari, Grape Hyacinth, 7/8 cm.....	15 lb.	12
Ornithogalum, (Star of Bethlehem)	30 lb.	5
Ranunculus No. 2 Mixed	7 lb.	24
Scilla No. 1. Blue—Rose—White	20 lb.	10
Snowdrops sgl. White No. 1	5 lb.	10
Snowflake 1¼-1½"	15 lb.	6

Available October 10

	Weight per 100 Bags	Bulbs per Bag
Calla Rehmani, Pink Calla 1¼-1½"	15 lb.	2
Calla Elliotiana, Yellow, 1¾-2"	16 lb.	2
Lilium Regale, white, brown marks 6/7"	30 lb.	2
Lilium Croft, white Easter lily 6/7"	20 lb.	2

NEW! NEW! COMBINATION TULIP PACKAGE

Cost: .83 Retail: \$1.39

Here now, is a different way of offering bulbs to your customers which will bring you greater volume and profit.

Our combination offer will contain 3 *individual* packages of different types and colors of tulips, and will be available in a variety of combinations!

REMEMBER, this new package will contain 3 *regular* 49c retail packages which normally would cost your customers \$1.47 . . . yet costs just \$1.39 on this special offer. AND, your profit is still over 40%!

We are convinced this attractive method of merchandising will encourage customers to make larger purchases.

Be sure to include this new package with your regular order. Build your sales . . . and profits!

No. 1 Assortment (\$35.00)

10 Bags Hyacinths, Sep. colors29
3 Bags Hyacinths, Mixed colors53
23 Bags Tulips, Named varieties29
3 Bags Tulips, Home Mixture.....	.53
3 Bags Tulips, Parrot Mixture53
2 Bags Tulips, Rainbow Mixture.....	.75
10 Bags Daffodils, Name varieties29
3 Bags Daffodils, King Alfred53
3 Bags Daffodils, Garden Mixture29
10 Bags Crocus, ass't. colors29
10 Bags Indoor Narcissus, asst'd.29
4 Bags Iris, assorted29
2 Bags Iris, Mixed53
20 Bags Miscellaneous Bulbs (Best items for your locality).....	.29

No. 2 Assortment (\$55.00)

15 Bags Hyacinths, Sep. colors29
5 Bags Hyacinths, Mixed53
35 Bags Tulips, Name varieties29
6 Bags Tulips, Home Mixture53
4 Bags Tulips, Rainbow Mixture75
4 Bags Tulips, Parrot Mixture53
2 Bags Tulips, Special Mixture	1.15
15 Bags Daffodils, Name varieties29
6 Bags Daffodils, King Alfred53
4 Bags Daffodils, Garden Mixture29
2 Bags Daffodils, Special Mixture53
15 Bags Crocus, assorted colors29
15 Bags Indoor Narcissus assorted29
5 Bags Iris, assorted colors29
3 Bags, Iris, Mixed53
20 Bags Miscellaneous Bulbs (Best items for your locality).....	.29

No. 3 Assortment (\$80.00)

20 Bags Hyacinths, Sep. colors29
7 Bags Hyacinths, Mixed53
50 Bags Tulips, Name varieties29
8 Bags Tulips, Home Mixture53
4 Bags Tulips, Parrot Mixture53
4 Bags Tulips, Rainbow Mixture75
4 Bags Tulips, Special Mixture	1.15
20 Bags Daffodils, Name varieties29
8 Bags Daffodils, Kind Alfred53
4 Bags Daffodils, Garden Mixture29
4 Bags Daffodils, Special Mixture53
4 Bags, Daffodils, Sack-O-Daffs.	1.15
20 Bags Crocus, assorted colors29
15 Bags Indoor Narcissus, assorted29
8 Bags Iris, assorted colors29
6 Bags Iris, Mixed53
30 Bags Miscellaneous Bulbs (Best items for your locality)29

No. 4 Assortment (\$100.00)

30 Bags Hyacinths, Sep. colors29
10 Bags Hyacinths, Mixed53
60 Bags Tulips, Named Varieties29
10 Bags Tulips, Home Mixture53
5 Bags Tulips, Parrot Mixture53
6 Bags Tulips, Rainbow Mixture75
6 Bags Tulips, Special Mixture	1.15
24 Bags Daffodils, Named varieties29
10 Bags Daffodils, King Alfred53
5 Bags Daffodils, Garden Mixture29
5 Bags Daffodils, Special Mixture53
4 Bags Daffodils, Sack-O-Daffs.	1.15
20 Bags Crocus, assorted colors29
20 Bags Indoor Narcissus, assorted29
10 Bags Iris, assorted colors29
8 Bags Iris, Mixed53
35 Bags Miscellaneous Bulbs (Best items for your locality).....	.29

GIFT ITEMS and SUPPLIES

INDOOR PLANTER WITH BULB

This is a wonderful value at a popular price. Beautiful glazed ceramic planters containing large select bulbs. Three hand-painted Dutch designs in 7 different color combinations. Attached drainage saucer. Bulbs planted dry . . . ready for your customers to water and watch grow! Planter cellophane wrapped with color picture and growing instructions. Packed: 24 per ctn., 8 planters ea.: Paper White Narcissus, Soliel d'Or, and Hyacinths. Size 3½x3½x3½". Weight: 30 lbs. Cost: \$16.00 per carton. Retail: \$1.29 each.

CERAMIC PLANTERS

Same type and size as planter with bulb, but **unplanted**. Attractive Pine Tree design. Base in colors of green, tan, red and gray. Assorted colors may be ordered.

Cost: \$10.95 per carton (24); \$5.75 per dozen.

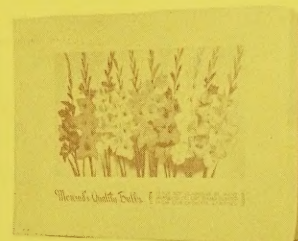
OBLONG PLANTER: 3½x3½x5¼" with attached drainage saucer. Bamboo Trees design. Choice of Tan color with Green trees, Dark Green with Tan trees or Red with Chartreuse trees.

Cost: \$6.95 per dozen

GLADIOLUS GIFT BOX

Attractive 7"x9" full color box of 12 top size Gladiolus in most popular varieties. Available November 15th. on, for Christmas sales. Packed: 21 per carton. Cost 69c ea.

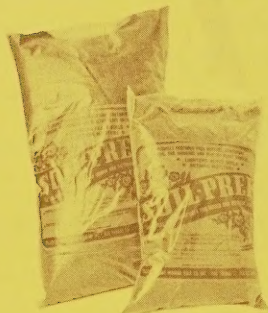
Retail \$1.25.



SOIL - PREP

The ideal soil conditioner, for indoor and outdoor use. Our own specially prepared peat moss containing charcoal. Packed in eye catching, three color polyethylene bag. Today's best buy in this type of product.

Two sizes: 160 cu. inches, packed 24 per ctn. Cost: 20c ea. Retail: 35c ea.
400 cu. inches, packed 12 per ctn. Cost: 45c ea. Retail: 79c ea.



CHARCOAL

Monrad's SACK-O-CHARCOAL, made from hardwood. For indoor and outdoor use. Highly recommended during bulb planting reasons. Heavy double cellophane bag. Large 12 oz. size.

Packed: 24 per ctn. Cost: 20c ea. Retail: 35c ea.



FERTIL - POINTS

The easy to use (it's pointed) plant food tablet. Contains everything essential for healthy plant growth... plus vitamin B-1. No dissolving, mixing or measuring necessary. Each tablet gives a perfectly blended feeding to your plants. Odorless.

Packed: 144 bxs. 10c size, 11 lb. Cost: \$ 8.64 (.06 ea.)
24 bxs. 10c size, 2 lb. Cost: 1.44
100 bxs. 25c size, 15 lb. Cost: 15.00 (.15c ea.)
12 bxs. 25c size, 3 lb. Cost: 1.80



ALASKA FISH FERTILIZER

Concentrated, liquid plant food. 100% organic. May be applied to any and all growing plants. Satisfaction guaranteed, or money refunded. It's deodorized.

	Cost per Doz.	Retail Each	Packed
4 oz. size.....	\$2.52	\$.35	24
8 oz. size.....	4.32	.60	24
1 Pint size.....	6.48	.90	24

"PLAS-TIES"

The new plastic plant tie. Available in green or silver. Attractive envelope of 72 ties in counter display carton of 24 envelopes. Six display cartons to shipping case.

Plas-Ties are 7 inches long. Also in spools of 200 ft., 8 per carton.

	Packed	Cost	Retail
Case (144 Envelopes)	\$30.24	(.21 ea.)	.35 ea.
Display ctn. (24 envelopes)	5.04	(.21 ea.)	.35 ea.
Spool (200 ft.).....	.81 ea.		1.35 ea.

BAMBOO LAWN RAKES

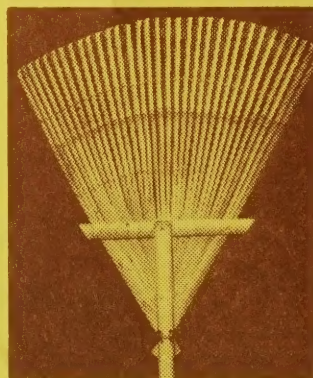
The vastly better Bamboo Rake made by "Kimura." Guaranteed to be the finest bamboo rake you have ever sold. Exceptionally lively, tough and long-wearing, made from 5 to 7-year old bamboo stock. Be sure to order the companion **Shrub Rake**, a one-handed rake designed especially for cleaning flower and shrub beds and edges.

Kimura Lawn Rake, packed 100.....\$43.00 (145 lbs.)

Kimura Lawn Rake, packed 25..... 45.00

Kimura Shrub Rake, packed 100..... 14.00 (40 lbs.)

Kimura Shrub Rake, packed 25....., 16.00



TERMS

TERMS: 30 Days Net. 10 Days Less 2%. F.O.B. Seattle, Wash. Prices subject to change without notice. New accounts—cash with order or satisfactory credit reference.

We give no warranty, express or implied, as to purity, description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out and will not be in any way responsible for the crop, when mentioned. Purity and germination tests are for information only and without guarantee.

ORDERING INSTRUCTIONS

Please print, or write plainly.

Allow us to make substitution in equally good variety, if necessary. This will give you faster service.

Please order packages in multiples of 5-10-15, etc.

If you wish **FREE** advertising material, please put this on your order.